

RIVERSIDE OUTLOOK

February/March 2010



Riverside offers a ray of fiscal sunshine!



The City of Riverside, like all local government entities throughout California, is experiencing the effects of a national economy in deep recession. However, the City began curtailing expenditures several years ago and is weathering the storm with minimal impacts to city residents.

The key facts for every resident to know are: (1) revenues

are closely monitored and expenditures are adjusted to keep the budget in balance and preserve essential services; (2) funds are set-aside as reserves, and the reserve fund balance exceeds 20% of annual revenues; (3) debt financing is only used for long-term capital improvements; and (4) debt service is easily met within the existing budget and the city maintains a high credit rating.

In addition, Riverside has taken steps to reduce spending and increase efficiency, much like the average family has done in cutting unnecessary household expenses. City government is working smarter—doing more with less—and making reductions

wherever possible without jeopardizing essential city services. Examples of reductions including curtailing travel, vehicle replacements and technology upgrades; redeploying staff from internal service to external service programs; closely monitoring staff levels and filling openings with internal staff wherever possible; working with labor associations to pursue collaborative solutions; and minimal layoffs when all other options have been exhausted.

The choices have been tough for all of us, but there is comfort in knowing that our city is prepared for today and planning intelligently for tomorrow.

La Sierra Senior Center completed

The highly-anticipated \$7 million La Sierra Senior Center and the refurbished Community Center are ready for use. The City of Riverside Mayor and City Council invite residents to participate in the grand opening celebration of these two facilities on February 27, 2010, with a ribbon cutting ceremony at 11 a.m. followed by tours, entertainment, demonstrations and refreshments.

The 13,500-square-foot La Sierra Senior Center, located next to the La Sierra Park Community Center, provides specialized programs for seniors in La Sierra and surrounding areas of the City. The new facility includes a fitness center, computer lab, library, banquet room with full service kitchen, fireplace lounge,

game room with billiard tables, and an arts and crafts room.

The Community Center has a renovated façade, reception area, offices and meeting rooms. The project included new paint and floors, lighting and furnishing improvements in the gymnasium, and ADA restroom upgrades. The quad between the two centers offers outdoor space to take advantage of Riverside's wonderful climate.

Seizing our destiny as a livable, dynamic city means providing an outstanding quality of life for all of our citizens. Comfortable, conveniently located community gathering places are an important part of making Riverside a great place to live.



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Riverside serves up quality water to residents



Most Riverside residents don't know where their water comes from - some think it comes from Northern California, while others think it's from the Colorado River.

In reality, Riverside's water supply is local. The water begins as pure rain and snow in the San Bernardino Mountains and area foothills, and then settles in large pools underground called aquifers.

Riverside Public Utilities uses state-of-the-art wells that pump the water from the aquifers, and sends it through large transmission lines to local water treatment plants such as the John W. North Water Treatment Plant.

Thanks to the Riverside Renaissance, the North Water Treatment Plant was designed to treat water from four wells in the Riverside North Basin and increase water supply for the City by approximately 8,000 acre feet per year.

After being treated, the water is pumped to reservoirs located throughout the City from which this high quality drinking water, surpassing all state and federal water quality guidelines, is delivered right to the customer. Day in and day out, for nearly 100 years, Riverside has been committed to protecting our water delivery systems and maintaining our high water quality for this and future generations.

To find out more about Riverside's Water Story, go to BlueRiverside.com

Growing business chooses Riverside for expansion

2010 looks promising for Icon Vehicle Dynamics in Riverside. The company specializes in auto components for the consumer market that add quality, longevity and a superior performance comparable to that of professional racing vehicles. And all the products are made-to-order right here in Riverside.

In the last year their business saw 25% acceleration in sales and began to outgrow its location in Corona. When they decided it was time to expand, moving their operation to Riverside was an easy decision. Not only does their new location at 7929 Lincoln Avenue provide double the space of their former site with room for future growth, Riverside offered competitive advantages and a business-friendly atmosphere.

By taking advantage of the City's Commercial Improvement Program, Icon was able to transform an older building and make their investment dollars stretch even further. In addition, the company saw real utility bill savings by implementing Public Utilities energy-efficient lighting incentives.

Yes, 2010 is looking good for Icon Vehicle Dynamics with continued job growth and expansion in their future. Welcome to Riverside!

Airshow coming to town!



The City of Riverside proudly announces the Riverside Airport Open House and Airshow to be held on March 27, 2010, from 9 a.m. to 4 p.m. Now in its 18th year, the Riverside Airshow held at Riverside Airport continues to be one of the City's two largest family entertainment events.

Riverside Airport has become the leading destination for corporate and business aviation in Southern California's Inland Empire. This Region, separate and distinct from the greater Los Angeles area, is home to four million people and a \$40 billion annual economy. The most exciting part is that Riverside is in the center of it all.

The event will include military aircraft, a classic car show, aerobatics, helicopter displays, aviation vendors and much more. This one-day show attracts 70,000 spectators from Riverside and the surrounding Inland Empire to see the most exciting aerial performers in the airshow business today. With more than 200 acres of aircraft displays, fun for the kids, food and refreshments and community group exhibits, your family will be thrilled to be part of this very unique FREE entertainment opportunity. Arrive at 7 a.m. for the pancake breakfast (only \$5) to start your day right!

For more information on this exciting event visit www.riversideca.gov/airshow/ or call 351-6113.



Seizing Our Destiny: Riverside adopts a strategic vision

When Riverside was first established, City founders set a standard for growth and development that charted a forward-thinking, innovative vision for the future; making bold decisions that sets Riverside apart from surrounding communities to this day. With initiatives such as the Digital Inclusion Program and our Green Action Plan, Riverside has much to be proud of and has proven itself time and again to be a city ahead of the curve.

As we look ahead 10, 15, even 20 years, we realize that now is the time to make the choices that will determine our collective future. But how do we, as a community, approach these vital decisions?

After seven months of study that included focus groups, a community survey and steering committees made up of public, private, non-profit, religious and civic organizations, the City Council adopted a strategic vision plan that identifies very specific action items for shaping Riverside's future.

A long list of goals came out of the discussions but overall two essential facts became clear. First, quality of life is the key to upholding Riverside as the City of "Arts & Innovation." The vision and plan are based on the belief that setting high standards for quality of life fuels intelligent growth, encourages the blossoming of artistic

and cultural expression, and attracts desirable business and jobs to the community.

Secondly, and most important of all, for any road map to Riverside's future to be successful it must be an inclusive process. All of us: Riverside residents, businesses and employees, must share in the vision. The report is a call to action for Riversiders to seize our City's destiny and make Riverside the place you and your children want to live, learn, work, create, worship, invest, play and retire.

Read "Seizing Our Destiny: the Agenda for Riverside's Innovative Future" on the City's website: www.riversideca.gov

Stand up and be counted!



The biggest count of the decade is coming - the 2010 U.S. Census. The U.S. Census counts every resident - both citizens and non-citizens - in the United States and is required by the Constitution to take place every 10 years.

Your census form will be arriving in your mailbox March 15 - 17. When you receive yours, just take 10 minutes to answer 10 short questions on key demographic information and then mail the form back in the postage-paid envelope provided. Please note that your answers

will be kept confidential and cannot be used against you by any government agency or court.

The data collected by the census helps communities receive their share of more than \$400 billion in federal funds every year for things such as hospitals, job training centers, schools, senior centers, public works projects and emergency services. Additionally, it determines the number of seats each state is given in the U.S. House of Representatives. It's important for the future of Riverside that every resident fully participates.

The City of Riverside thanks you in advance for your cooperation and participation in 2010 U.S. Census. We can't move forward until you mail it back.

For more information, visit www.census.gov

FOX
Performing Arts Center
Riverside, California
www.foxriversidelive.com

	
GLADYS KNIGHT MAR. 14, 2010	PAT BENATAR & NEIL GIRALDO APR. 15, 2010
RIVERSIDE CONCERT SERIES	
Masters of Harmony..... Feb. 27	David Sedaris..... May 6
Warren Hill with the Corona Symphony Pops Apr. 10	Screening of "Duck Soup"... May 7
	America..... May 8
	Bill Cosby Jun. 5
BROADWAY SERIES	
JESUS CHRIST SUPERSTAR April 1 - 4, 2010	hairspray BROADWAY'S BIG FAT MUSICAL COMEDY HIT April 20 - 25, 2010

THE GREEN PAGE

Growing Greener Every Year

2010 First Quarter Projected Power Purchases

POWER CONTENT LABEL

ENERGY RESOURCES	RIVERSIDE Public Utilities* (projected)	2008 CA POWER MIX** (for comparison)
Eligible Renewable	13%	2%
--Biomass and Waste	<1%	<1%
--Geothermal	13%	1%
--Small Hydroelectric	<1%	0%
--Solar	<1%	<1%
--Wind	<1%	1%
Coal	54%	33%
Large Hydroelectric	6%	18%
Natural Gas	11%	42%
Nuclear	16%	5%
Other	<1%	0%
TOTAL	100%	100%

Riverside Public Utilities (RPU) publishes the Power Content Label each quarter to help keep you informed of the various resources that are used to make up Riverside's electric power supply.

As we print the label, keep an eye on our "Eligible Renewable" columns, or what we call Green Power. This is power that comes from renewable energy resources such as the sun, wind, water and geothermal activity. By utilizing Green Power, we can reduce our dependence on fossil fuel power sources and reduce greenhouse gas emissions.

Each year, we work to increase our commitments to add renewable generation sources to our power mix. In fact, our goal is to have 50% Green Power by 2013! This exceeds current state-mandated guidelines, which require energy utilities to provide 33% renewable energy by 2020.

Our continued investments in residential and commercial solar energy project rebates, as well as new long-term agreements with alternative energy providers will help us meet, and then surpass our goals.

To learn more about how Riverside is growing greener every year, and what you can do to help, visit GreenRiverside.com



FREE Shade Trees!

Riverside Public Utilities' electric customers can take their MARCH billing statements to one of these four retailers listed below to receive a FREE Shade Tree (up to \$25 in value, some restrictions apply). Customers have until June 30, 2010 to redeem their free shade tree coupon.

A&M Nursery
10333 Arlington Avenue
(951) 689-9763

Louie's Nursery
16310 Porter Avenue
(951) 780-7841

Parkview Nursery
4377 Chicago Avenue
(951) 784-6777

Parkview Nursery
3841 Jackson Street
(951) 351-6900

For more information on this program and the Utility's year-round Tree Power shade tree rebate program visit GreenRiverside.com



Community Events Calendar

• February •

27 _____
La Sierra Senior Center Grand Opening
 La Sierra Senior Center
 11 a.m. - 1 p.m.
 For more info call 826-2000

Masters of Harmony Concert
 Fox Performing Arts Center
 8 p.m.
 For more info call 779-9800

• March •

1 _____
Swing Dancing
 Coffee Depot
 (3204 Mission Inn Avenue)
 7 - 11 p.m.
 For more info call 222-2263

4 _____
Riverside Arts Walk
 Downtown Riverside
 6 - 9 p.m.
 For more info call 682-6737

Adornment Exhibition Opening
 Riverside Metropolitan Museum
 6 - 9 p.m.
 For more info call 826-5273

6 _____
Household Hazardous Waste Drop-Off
 County Household Waste Facility
 (1780 Agua Mansa Road)
 9 a.m. - 2 p.m.
 For more info call 826-5311

Riverside County Philharmonic Andrew Grams Concert
 Riverside Municipal Auditorium
 8 p.m.
 For more info call 787-0251

7 _____
First Sundays Family Fun Day
 Riverside Metropolitan Museum
 1 - 4 p.m.
 For more info call 826-5273

8 _____
55 + Life Fitness Class
 Dales Senior Center
 11:30 a.m. - 12:30 p.m.
 For more info call 826-2047

11 _____
The Clean-Up Woman
 Featuring Telma Hopkins
 Riverside Municipal Auditorium
 8 p.m.
 For more info call 788-3944

13 _____
Empowering Young Women's Conference
 Riverside Community College
 8 a.m. - 4 p.m.
 For more info call 242-7746

14 _____
Gladys Knight Concert
 Fox Performing Arts Center
 8 p.m.
 For more info call 779-9800

17 _____
Discovery Days
 Riverside Metropolitan Museum
 1:30 - 4:30 p.m.
 For more info call 826-5273

The Blues Rock Titan
 Featuring Joe Bonamassa
 Riverside Municipal Auditorium
 8 p.m.
 For more info call 788-3944

19 _____
The Mousetrap Opening Night
 Riverside Community Players
 8 p.m.
 For more info call 686-4030

20 _____
Riverside Humane Society's 18th Annual Walk with the Animals
 Fairmount Park
 8 - 11 a.m.
 For more info call 688-4340

24 _____
55 + Line Dance Class
 La Sierra Senior Center
 11 a.m. - noon
 For more info call 351-6435

26 _____
Spring Egg Hunt
 Lincoln Park
 4 - 6 p.m.
 For more info call 826-2000

Oklahoma
 CBU Wallace Theater
 8 p.m.
 For more info Call 343-4319

27 _____
Riverside Airshow 2010
 Riverside Airport
 9 a.m. - 4 p.m.
 For more info call 351-6113

Household Hazardous Waste Drop-Off
 County Household Waste Facility
 (1780 Agua Mansa Road)
 9 a.m. - 2 p.m.
 For more info call 826-5311

Spring Egg Hunts
 Various locations
 10 a.m. - noon
 For more info call 826-2000

Oklahoma
 CBU Wallace Theater
 2 & 8 p.m.
 For more info Call 343-4319

31 _____
Senior Spring Fashion Show
 La Sierra Senior Center
 noon - 3 p.m.
 For more info call 826-2031

Mayor's Night Out
 Hyatt Elementary School
 7 p.m.
 For more info call 826-5813

• April •

1 _____
Riverside Arts Walk
 Downtown Riverside
 6 - 9 p.m.
 For more info call 682-6737

Jesus Christ Superstar
 Fox Performing Arts Center
 7:30 p.m.
 For more info call 779-9800

Adornment 80's Style Party
 Riverside Metropolitan Museum
 6 - 9 p.m.
 For more info call 826-5273

Empire Swing Orchestra
 César Chaves Community Center
 7 p.m.
 For more info call 781-9561

The Calder Quartet
 UC Riverside (University Theater)
 8 p.m.
 For more info call 827-4629

2 _____
Jesus Christ Superstar
 Fox Performing Arts Center
 8 p.m.
 For more info call 779-9800

3 _____
Jesus Christ Superstar
 Fox Performing Arts Center
 2 and 8 p.m.
 For more info call 779-9800

4 _____
Jesus Christ Superstar
 Fox Performing Arts Center
 1 p.m.
 For more info call 779-9800

10 _____
Warren Hill Concert
 Fox Performing Arts Center
 7:30 p.m.
 For more info call 779-9800

Riverside Community Flower Show & Garden Tour
 Elks Lodge (6166 Brockton Ave.)
 10 a.m. - 4 p.m.
 For more info call 643-8890

11 _____
Riverside Community Flower Show & Garden Tour
 Elks Lodge (6166 Brockton Ave.)
 10 a.m. - 4 p.m.
 For more info call 643-8890

13 _____
Freedom Train
 Presented by Theatretworks USA
 Riverside Municipal Auditorium
 10 a.m.
 For more info call 788-3944

Salute to Service Awards
 California Baptist University
 11:30 a.m.
 For more info call 784-5316

15 _____
Pat Benatar Concert
 Fox Performing Arts Center
 8 p.m.
 For more info call 779-9800

17 _____
5th Annual Salute to Veterans Parade
 Downtown Riverside
 10 a.m. - noon
 For more info call 687-1175

FOR MORE EVENTS AND DETAILS, CHECK OUT www.riversideca.gov



Downtown Farmers Market
Riverside
Saturdays
8 a.m. - 1 p.m.
Main Street
 between Fifth and Sixth Streets

- Open year-round
- Fresh fruits, vegetables and flowers
- Aged gouda cheeses by Winchester Cheese Co.
- Fresh baked breads from Old Town Baking Co.
- Fresh fish from Smart Fish Co.

No Dogs Allowed, except for service animals - California Health and Safety Code Sec. 114371.d

\$HOP RIVERSIDE

1% of all taxable sales come back to the City to support essential services.





Riverside Outlook

February/March 2010

Published by the
City of Riverside
3900 Main Street
Riverside, CA 92522

Mayor:
Ronald O. Loveridge

City Council Members:

Mike Gardner	Ward 1
Andy Melendrez	Ward 2
Rusty Bailey	Ward 3
Paul Davis	Ward 4
Chris Mac Arthur	Ward 5
Nancy Hart	Ward 6
Steve Adams	Ward 7

City Manager:
Bradley J. Hudson

826-5311

One Call Does It All!


PRSRT STD
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RIVERSIDE, CA

POSTAL CUSTOMER

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JESUS CHRIST SUPERSTAR



STARRING
TED NEELEY
STAR OF THE GROUNDBREAKING MOTION PICTURE AS JESUS

8 Performances Only!
April 1 - 4, 2010
Fox Performing Arts Center, Riverside CA

FOX

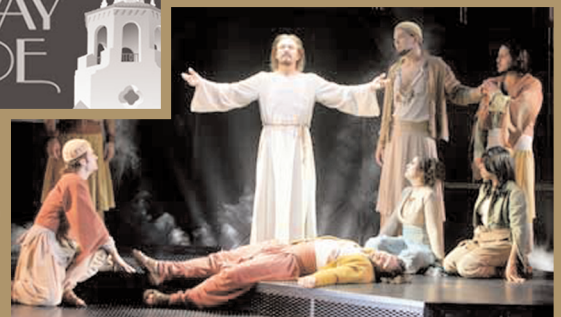
Performing Arts Center
Riverside, California
3801 Mission Inn Avenue, Riverside

For tickets go to:
www.FoxRiversideLive.com
or call: (951) 779-9800

BROADWAY
in
RIVERSIDE



Group tickets call:
(877) 316-2929
www.broadwayinriverside.com



FOR MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT www.riversideca.gov



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City of Arts & Innovation